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Hi there,

Here's your weekly roundup of our latest and greatest marketing posts! As a reminder - our team at Hollywood Branded is always here to help you - to brainstorm ideas, to let you know what opportunities exist, and to assist you in getting your marketing back up and running full throttle. Shoot me an email and we can schedule time to chat.

And now on to our weekly blog recap...

Case Study: Covid-19 Cause Marketing By Brands

By Greg Smith, May 1, 2020 at 6:09 AM

Ads In The Time of Corona

To say this is a strange time to be alive is certainly an understatement. Overnight, we went from a world of being a little more careful and not shaking hands to governments around the world issuing stay-at-home orders and requirements to wear masks in public if you must leave. This sudden change has left people with unease, fear, questions and a sense of loneliness.

How then do brand marketers continue to amplify messaging in a way that both resonates with the times but also doesn't feel like pandering? Enter a topic we've covered many times before: cause marketing. **In this blog post, Hollywood Branded explores case studies of how major brand marketers like Frito-Lay and Dove have been responding to the COVID-19 through cause marketing.**

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How To Get Booked On A Podcast With Andrew Alleman

By Greg Smith, April 30, 2020 at 8:00 AM

Streaming on Podcasts Everywhere

Podcasts are one of the biggest mediums of content now that the field has grown so much that you can find one on any topic you can think of. Have you ever wondered how to get on one or what it could do for your business if you did.

Recently, our CEO, Stacy Jones sat down with the founder of Podcastguests.com to discuss the benefits of podcasting. **In this blog, Hollywood Branded examines how to get on**

a podcast and leverage it to build authority and establish expertise in your field from the advice of Andrew Alleman.

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The Top SVOD Platforms And Series For Product Placement

By Huiwen Guo, April 29, 2020 at 7:38 AM

All The Shows You Should Be (Advertising) In On SVOD

No matter when it will pass, the COVID-19 pandemic will become a memory of a lifetime. It has caused businesses to shut down and changed people's lives. Many industries are negatively impacted during this troubling time. BUT every cloud has a silver lining-the pandemic has brought opportunities to brands as it has changed the landscape of SVOD viewership forever.

People all over the world are locked down in their homes - either stressed or with a lot of free of time to watch TV and the many SVOD platforms. Brands who are part of that content as product placement are experiencing phenomenal brand awareness being built in content unavailable through traditional advertising. **In this blog, Hollywood Branded shows how the landscape of SVOD viewership has massively increased during the COVID-19 pandemic and the phenomenal product placement advertising opportunities for brands in the SVOD and AVOD platform content.**

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Hollywood Branded In The Media March 2020

By Stacy Jones, April 28, 2020 at 6:45 AM

Hollywood Branded PR In March

As an agency, we love free publicity. But it is more than that. We love helping educate people on the ins and outs, the overall best practices, and the mistakes to avoid along the way to create awesome pop culture marketing strategies.

That way, whether the brand marketer works with our team, another agency or does it in-house, we are able to help provide some guidance and make sure success is found. Because quite frankly - it's not the easiest marketing strategy to successfully pull off. But we also know leveraging pop culture as a marketing tool is one of the best ways you can differentiate your brand, stand out and ultimately that required mecca - drive sales. **In this blog, Hollywood Branded shares top product placement, celebrity and influencer media interviews in March including Business Insider, CGTN TV and Data Bird Journal.**

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The Top 10 Highest Endorsed Athletes And Their Brands

By AJ Henry, April 27, 2020 at 7:41 AM

Sports Heroes Makes A Lot of Money - And Create Major Brand Ad Platforms

Let's be real. There is a ton of money in sports. Athletes these days are making more money than many of the world's longest standing business executives. In addition to the money, athletes are branding goldmines. Some of the biggest brands in the world are standing in line to throw money at athletes in exchange for promotional commitments.

Have you ever wondered why someone like LeBron James only wears Nikes and how much he gets paid to wear them? Or, how much Rolex had to pay Roger Federer to tell the world that there's no better watch for a man than a Rolex? **In this blog, Hollywood Branded explores why brands choose to partner with athletes, the top 10 highest endorsed athletes in 2018 and the brands that pay them.**

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And then what? Check out our [Influencer Marketing School](#) which offers courses and certifications for brand agency marketers on the best practices and strategies to make influencers marketing work. Or give us a shout to talk about your next marketing campaign!

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